Dev (1954) Department.

14 SSERIES.

G.O No 525

Dated 22.10.48

[Despatch Abstract.]

Agriculture - Propaganda - Exhibits - Renewal - Stocking of paper

Recorded -

Copy of No.L.2.610/48, dated 1st October, 1948 from the Director of Agriculture, Madras addressed to the Secretary to Govt., Development Deptt., Fort St. George, Madras.

Sub: Agriculture - Propaganda - Exhibits - renewal - stocking of -

Ref: Government Memo.No.50330.A.IV/48-1, dated 4th May, 1948 and 17th May 1948.

The general criticism levelled against this departmental exhibitions can be easily avoided by the better display of exhibits in the stalls. The success of an exhibition depends on (1) the location of the stall (2) lights and decorative arrangements (3) inherent nature and qualities of the exhibits and the methods of their display. What is required is that the stalls should be located in a central place instead of being relegated to a corner as is often done in the exhibition. This itself will go a long way in focussing the attention of the public on the agricultural section of the exhibition. The exhibits themselves can be made more attractive by improving their quality and proper display. Necessary instructions in this regard have been issued to all District Agricultural Officers and other subordinate officers. The District Agricultural officers have also been instructed to put up labels and explanatory notes in the regional languages as suggested by Sri V. C. Vellingiri Gounder.

2. Necessary arrangements for the re-drawing of posters relating to scientific research sections in Coimbatore has been made and work is in progress - please see G.O.Ms.No.42703 Development Department dated 17th August 1948 where a sum of Rs.376 has been sanctioned for the purpose. A similar work in respect of posters relating to the districts will be taken up shortly and necessary instructions issued to District Agricultural Officers in this regard.

3. With a view to enable this department to participate in any exhibition organised at short notice, it is proposed to collect and stock all exhibits in three places, namely Bapatla, Coimbatore and Madras as desired by Government so that the exhibits may be moved to the places of exhibitions at short notice. Clear instructions have been issued in this regard to all sub-ordinate officers.

4. It is reliably understood that a large scale exhibition is going to be arranged this Christmas season under the auspices of Tamil Nad Congress Committee, should this materialise the department will take an active part in this exhibition and a sub-committee will be constituted to inspect the stalls and draw up a plan of further development in the light of the experience gained.

Sd. xxxx.
for Director of Agriculture

gs/18-8/

(True Copy)

SUMMARY.

In connection with the All India Khadi and Swadeshi and Educational Exhibition held at Bangalore in March and April 1948, the D.A. regretted his inability to participate in the Exhibition as it was too late for making arrangements. The failure of the Agricultural Department to participate in this Exhibition raised the question whether the Department is equipped with the necessary exhibits to participate in such exhibition at reasonable notice and whether this Department has been paying sufficient attention to this important aspect of propaganda work. It was observed in that connection that the Department did not have adequate exhibits to be exhibited at these exhibitions. Some of the exhibits were not at all attractive and were old looking. Except for a few old bottles of seeds, moth eaten posters, shrivelled up coconuts, some vegetables, old cream separators, and broken bee-hives, nothing could be found in these exhibitions. It was therefore suggested that exhibits should be renewed from time to time and stocked in two or three Central places like Coimbatore, Madras and Bapatla and sent on quickly to the centres where exhibitions are held. An extract from the meeting of proceedings of the Board of Hony. Visitors at Agricultural College, Coimbatore, to the effect that labels and explanations at the exhibitions should be given in the regional languages as well, was also communicated to the D.A. and he was asked to offer his remarks on these suggestions. His remarks are at pp.13-14 c.f.

2. The D.A. has reported that the success of the exhibitions depends on the location of the stall, lights and decorative arrangements and the inherent nature and qualities and the methods of their display. He has stated that he has issued necessary instructions to all officers in this regard. He has also stated that he has instructed the District Agricultural officers to put up labels and explanatory notes in the regional languages, as suggested by Sri Vellingiri Gounder at the meeting of the Board of Hony. Visitors. The D.A. has also issued instructions for the collection of all exhibits at the three centres, viz., Bapatla, Coimbatore and Madras, to facilitate the easy movement of exhibits from one places to another.

3. It may be noted in this connection that at the instance of the Secretary, All India Khadi and Swadeshi Exhibition, Madras, the Government have since instructed the Director of Agriculture to make arrangements for participation in this exhibition to be held in Dec.1948 and to submit a report to Govt. In para 4 on p.14 c.f. the Dr. has promised to take part in this exhibition.

In the circumstances above, no further action seems necessary. For orders whether the papers may be recorded For orders as to circulation.

(Sd.) xxx
19-10-48.

K.M. H.M.(Agri).
22-10.

G.O.Ms.No.525/, dated 22-10-1948.

Subject: Agriculture - Propaganda Exhibits - Renewal - Stocking of - Papers - Recorded -

---

/True Copy/

Office Asst. Record Office
Egmore, Madras.